



# Kirori Mal College

(University of Delhi)

University of Delhi, Delhi-110007

(Phone No. - 011-7121 9084 : Email - principal@kmc.du.ac.in)



Print Date : 15-02-2026

## 1. Personal Profile

Title: **Dr.** First Name: **DR. KAVITA** Last Name: **KAMBOJ**

Designation: **SENIOR ASSISTANT PROFESSOR** Mobile No. -----

Phone No. (Office) ----- Phone No. (Residence): -----

Email: **drkavitakamboj@kmc.du.ac.in** Webpage: -----



Facebook: ----- Twitter: -----

LinkedIn: ----- Instagram: -----

Youtube: ----- Research Gate Link: -----

Google Scholar Link: -----

Address: -----

## 2. Educational Qualifications

Degree/ Certification	Institution	Year
B.Com	Kurukshetra University	2006
M.Com	Kurukshetra University	2008
Ph.D	Indira Gandhi National Open University	2023
UGC-NET JRF	UGC	2010
STET	Haryana Govt.	2010

## 3. Career Profile & Administrative Assignments

Category	Role/ Designation	Department/ Committee	Date From - To	Remarks
CAREER PROFILE	ASSISTANT PROFESSOR	COMMERCE PANJAB UNIVERSITY, CHANDIGARH	10.Aug.2010 - 13.Jan.2013	
CAREER PROFILE	ASSISTANT PROFESSOR	COMMERCE COLLEGE OF VOCATIONAL STUDIES, DELHI	31.Jul.2013 - 21.Jul.2015	
CAREER PROFILE	ASSISTANT PROFESSOR	COMMERCE SHRI RAM COLLEGE OF COMMERCE, DELHI	21.Jul.2014 - 22.May.2015	

CAREER PROFILE	ASSISTANT PROFESSOR	COMMERCE KAMLA NEHRU COLLEGE FOR WOMEN, DELHI	08.Jan.2016 - 21.Aug.2019	
CAREER PROFILE	ASSISTANT PROFESSOR	COMMERCE SHRI RAM COLLEGE OF COMMERCE, DELHI	24.Aug.2019 - 23.May.2010	

#### 4. Other Profiles

##### Other Profile Name/ Description

##### RESEARCH COLLABORATIONS

Research Collaboration with Prof. Nawal Kishor, IGNOU, New Delhi for two research papers. Details are following and already uploaded proofs in Publications Profile:

1. "Assessing the Effects of Customer Perceived Values Toward Organic Food: The Moderating Role of Media Exposure to Food Safety Issues," Business Perspectives and Research, 2023 (forthcoming). Impact Factor: 2-5. **[UGC Listed, Scopus Indexed, ABDC-C]**
2. "Influence of Customer Perceived Values on Organic Food Consumption Behaviour: Mediating Role of Green Purchase Intention," FIIB Business Review, 2022, Vol. 1, pp. 1-14. Impact Factor: 2-5. **[UGC Listed, Scopus Indexed, ABDC-C]**

#### 5. Research Guidance

Year	Guide For	Title of the Dissertation/ Thesis	Scholar Name	Status
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#### 6. Research Projects

Year	Title of Project	Sponsorship Agency	Duration	Amount Sanctioned	Date of Sanction
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#### 7. Publications

Category	Publication Name	Title	Name of Author	Reference Link/ DOI Link	Publication (Month-Year)
JOURNAL PAPER (International)	Assessing the Effects of Customer Perceived Values Toward Organic Food: The Moderating Role of Media Exposure to Food Safety Issues	International Journal of Business Excellence/SAGE Journals	Kavita Kamboj (First Author)	<a href="https://doi.org/10.1177/22785337231163953">https://doi.org/10.1177/22785337231163953</a>	June 2023

JOURNAL PAPER (International)	Influence of Customer Perceived Values on Organic Food Consumption Behaviour: Mediating Role of Green Purchase Intention	FIIB Business Review/ SAGE Journals	Kavita Kamboj (First Author)	<a href="https://doi.org/10.1177/23197145221125283">https://doi.org/10.1177/23197145221125283</a>	October 2022
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## 8. Books

Category	Book Name	Title	Name of Author	ISSN/ ISBN Number
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## 9. Faculty Achievements

Year	Category of Achievement	Role	National/ International etc.	Name	Date From-To
2022	WORKSHOP/ SEMINAR/ CONFERENCE ATTENDED	ASSISTANT PROFESSOR	International	International E-Conference on Advances in Business and Management	09.Jan.2022 - 09.Jan.2022
2022	WORKSHOP/ SEMINAR/ CONFERENCE ATTENDED	PARTICIPANT	International	International E-Conference on Advances in Business and Management	04.Jan.2022 - 05.Jan.2022
2022	WORKSHOP/ SEMINAR/ CONFERENCE ATTENDED	ASSISTANT PROFESSOR	National	ICSSR Sponsored National Conference	09.Aug.2022 - 09.Aug.2022
2022	WORKSHOP/ SEMINAR/ CONFERENCE ATTENDED	ASSISTANT PROFESSOR	National	UGC Sponsored National Conference	24.Mar.2022 - 25.Mar.2022
2022	WORKSHOP/ SEMINAR/ CONFERENCE ATTENDED	ASSISTANT PROFESSOR	International	International E-Conference on Advances in Business and Management	16.Sep.2022 - 22.Sep.2017

**Dr. DR. KAVITA KAMBOJ**